Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

LIBRARY
CURRENT SERIAL RECORD
SEP 26 1945
U. S. DEPARTMENT OF AGRICULTURE

WAR FOOD ADMINISTRATION
Office of Marketing Services
Washington 25, D. C.

June 23, 1945

TO: William Poole
Walter W. John
Olen E. Justice
Donald G. Lerch
J. Stanley Livingstone

FROM: Elwyn J. Rowell, Chief, Marketing Reports Division

SUBJECT: Administrative Letter

SQUARING UP ON SUGAR

Through carelessness—or otherwise--some current sugar stories take the line that "sugar is short because distribution is faulty and not because there is any real shortage." Facts show this to be false. World shortage of sugar this year compared to normal years lines up roughly like this:

Area	Thousands of Tons Shortage
Central Europe	2,000
Western Europe	2,000
Philippines	1,000
Cuba	900
Java	2,000
Total	7,900

STORAGE PICTURE BRIGHTER

Decline in occupancy of cold storage warehouses in central U. S. is contributing factor to pending WFA action that will suspend some restrictions on three categories of commodities covered by WFO 111. Suspension is expected to cover 90-day period and extend over 25 states.

It is planned to allow following commodities to move into storage without authorization: cereals, beer, canned condensed milk, canned fish, canned fruits, canned vegetables, canned cheese, Carter spread, dried skim milk, dried whole milk, evaporated milk, nuts in the shell, sterile canned meats, packing house products which have been limited to 10 days and frozen fruits and vegetables.

States being considered in suspension action are Maine, New Hampshire, Vermont, West Virginia, Ohio, Indiana, Kentucky, Tennessee, Michigan, Wisconsin, Illinois, Minnesota, Iowa, Missouri, Arkansas, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Montana, Wyoming, Colorado, New Mexico, and Arizona. However, according to present plans, suspension will not include these cities: St. Louis, Missouri; National Stock Yards, Illinois; Denver, Colorado; and Memphis, Tennessee.

JUL 13 1945

PAYMENTS TO FLUID MILK HANDLERS

Plans are afoot to continue beyond July 1 programs for stabilizing retail prices through payments to fluid milk handlers. It is expected also that rates of payment currently established for various areas will apply for July. Program now operates in following areas: Arlington-Alexandria, Virginia; Baltimore, Maryland; Fort Wayne, Indiana; New York, New York; Omaha-Council Bluffs, Nebraska; and six areas in Pennsylvania, including Philadelphia.

ABOUT CHICKENS

From the pages of weekly Feed Market Review, came following facts: Chicks hatched from January through May 31, 1945, totaled 1,089,982,000--increase of 60,000,000 over same period, 1944. May hatchings as estimated by BAE were up 30 percent in '45 as compared with '44--for total of 311,237,000 chicks hatched in May '45. Looks as though "Hatch More Chicks" campaign met with some success. Another favorable factor for more chicks this year was more profitable feed ratio. This year 100 pounds of chicken would buy 1068 pounds of poultry feed ingredients--as against 953 pounds last year.

UPCOMING GROWER PRICES

Approaching announcement stage is program on grower prices to be used in construction of processors' ceiling prices for 1945 pack of canned and frozen clingstone peaches. Prices this year expected to be same as last year.

Another announcement to come soon is that of average grower prices for dried peaches and pears. These prices also expected to be same as last year. Support program being planned is similar to that in effect during last three seasons.

Grower prices for Western freestone peaches for canning and freezing should be announced soon. Prices for certain grades, based on state averages, will be announced also. Prices expected to be same as for 1944.

POTATOES IN NORTH CAROLINA

WFA is fixing amendment to WFO 120.6 which will remove all shipping restrictions covering Irish potatoes produced in Tyrrell, Hyde, Beaufort, and Pamlico Counties, North Carolina. This will leave order in effect in Kern County, California; Pasquotank, Camden, and Currituck Counties in North Carolina; and Princess Anne, Norfolk, Accomac, and Northampton Counties in Virginia.

VEGETABLE OIL FOR TUNA PACKERS

In-the-mill is amendment to WFO 44 (canned fish) limiting quantity of oil which canners of tuna, bonito, and yellowtail may use in each case packed during coming packing season. Amendment, expected to become effective

538637

about July 1, is coming as result of WFA's desire to see continuous packing season maintained by canners of these products. Inventories and prospective supplies indicate that if normal amounts of oil were used, oil supply would run out before fish supply would.

In recent months, specialists of WFA have been making tests to determine amount of oil required to maintain quality of product in canning these three species. On basis of findings, quotas are being set.

THIS TOUGH ONE QUIETED DOWN

What started out to be tough chicken story from Del-Mar-Va area quieted down Friday. Original local(Wilmington, Delaware) story told how WFA blocked chicken sale by failure to release from set-aside, with thousands of chickens dying. AP story and other big-paper stories got facts straight, which showed that the dealer, who was also a processor, asked for a release on four truckloads of chickens. Two were immediately placed with processing plants and remaining two trucks were diverted to another authorized processor. When trucks arrived, owner insisted on farm weight sales price and would not make delivery. Another outlet was found for these two trucks and owner again insisted on farm weight sales price, which would have been in violation of OPA ceilings. Owner then refused legal offers and took his chickens away; some died. Owner was most anxious to obtain release from set-aside order and may have taken this drastic means of obtaining it. He got no release because processing facilities were available.

CROP REPORTS ON THE LEASED WIRE

We plan to send narrative statement covering some highlights of Crop Report to each Area office directly following its release. For your information, the following is now sent from Washington to San Francisco including intermediate points:

Apples - condition of crop.
Apricots - condition, by states; indicated production by states.
Barley - stocks; indicated production.
Cherries - condition, by states, and production figures by states for both sweet and sour.
Citrus Fruits - condition and indicated production.
Eggs - production in Iowa, California, Colorado, and U. S. total.
Flaxseed - Arizona and California production.
Filberts - condition by states.
Hay - condition of both tame and wild.
Laying Hens - number on farms for California and Colorado; Iowa information goes only as far west as Kansas City.
Milk Production - total for U. S.
Peaches - indicated production data and condition of crop, with some additional details for California.
Pears - condition by states.
Pastures - condition.
Oats - indicated production.

Plums - condition by states and indicated production for California.
Prunes - condition by states and indicated production for California.
Potatoes - condition and production by states.
Rye - indicated production and stocks.
Walnuts - condition by states and indicated production in California.
Wheat - indicated production.

Other circuits also get indicated production on apricots, cherries, peaches, plums, prunes, and potatoes.

You may have suggestions as to other material which you would like from the crop report.

MIDWEST IMPROVES SERVICE

Midwest Area has expanded Mid-Day Hog Market Summary for U. P. to Mid-Day Livestock Summary to include cattle and sheep. Expanded report will contain about 200 words. Chicago has also expanded Daily Market Digest to include Louisville Lamb market for duration of spring lamb marketing season. Louisville market is sent CND to Cincinnati livestock office, where it is put on leased wire.

Midwest is checking on distribution of various informational materials to OMS branch offices in the field to make certain branch offices get all materials in which they have interest.

TO BRING BACK WANDERING MILK BOTTLES

In the huddle were D&P Branch officer, milk market administrator for Northern California and MRD's Western Area representative. Resulting signals called for another one of those "all-out drives," this one to get milk bottles returned. Western Area carried through with heavy plugs in all regular issues and has ordered eight 35 mm. motion picture trailers for San Francisco theaters.

THE WAR EFFORT MOVES WESTWARD

"Thanks to the farming investments of Higley and Thomas," says the Western Area weekly report, "we are doing strictly alright in the current War Bond Drive." Standings as of May 31 for Western Area OMS show Marketing Reports as only OMS outfit to reach 100 percent--and it went on to hit 250 percent mark!

TO JUSTICE

Thanks for those kind words.

WHICH REMINDS US....

...that we have prepared complete collection of laws (with amendments) for which OMS is responsible. Have assembled same in ring binder and have sent to Southwest Area on request of Justice. Furthermore, thinking the idea good, we are in process of preparing duplicate sets (thanks to Mrs. Gilbert) for transmittal to other Areas. When you get 'em, take good care of 'em because it takes a lot of time to put such sets together.

COOPERATE TO GET PEACH MARKET NEWS USED

Atlanta MRD office and Macon F&V seasonal market news office are working together to get good coverage of the Georgia peach market. WMAZ in Macon broadcasts it, and Macon News, an afternoon paper, prints it. Macon Telegraph, morning paper, runs article written from facts contained in report. Poole says C. B. Miller has been most cooperative at Macon and in Crystal Springs, Mississippi, in finding outlets for market news other than through mimeographed reports.

1.9422
A3Ad63
Cop 2

U. S. DEPARTMENT OF AGRICULTURE
Office of Marketing Services
Washington 25, D. C.

LIBRARY
CURRENT SERIAL RECORD
JUN 11 1946
U. S. DEPARTMENT OF AGRICULTURE

July 14, 1945

TO: William Poole
Walter W. John
Olen E. Justice
Donald G. Lerch
J. Stanley Livingstone

FROM: Lance G. Hooks, Acting Chief, Marketing Reports Division

SUBJECT: Administrative Letter

IF YOU HAVE SUGAR TROUBLES

A radio broadcast recently brought some confusing results when 165 people wrote to USDA asking for canning sugar ration coupons. Our New York office is contacting commentator, asking him to issue statement to effect that all applications for canning sugar are made to local OPA boards, and that USDA has no power to issue sugar ration coupons.

To answer the 165 requests, from this office we are sending form letter with inclosures: (1) OWI radio release of April 30 explaining national sugar situation; and (2) statement by Home Economics and Human Nutrition explaining how to can without sugar or with reduced sugar rations.

If similar requests are received in your offices, we suggest you handle in same manner, or you may just refer inquirers to their local OPA boards.

ABOUT THAT FISH SHORTAGE

A Department of Interior release recently threw a few people into panic by reporting that on basis of June 1 cold storage holdings of fish, it looked as though there would be acute shortage next winter.

Our own Fish Products Division, commenting on release, thinks it unfortunate that such a statement was made at such early date. In their estimation it is impossible now to estimate what cold storage holdings of fish will be in winter, since it isn't until late June and early July that fresh fish moves into storage. Prior to that time it is seasonally traditional for large amounts of fish to be consumed fresh.

Tendency of fish to be consumed fresh this summer has been more pronounced because of meat situation, however, in late June and early July, movement into storage of fresh fish has been proportionately stronger than last year. Trend is expected to continue as season for decreased livestock slaughter ends by early fall.

No doubt editors of women's magazines and of women's pages of newspapers in your Areas will question you on statement made in Interior release, but as far as Fish Division here is concerned, they need not curtail any use of fish layouts and recipes they have planned in connection with publications through September. By September, Division specialists say, more nearly accurate analysis of supply will be available.

U. P. DAILY FOOD FEATURE

We'd like to remind you again that daily menus for Vitamins for Victory are not to include historical squibs. This doesn't keep within U. P. format. And Script Aids for Federal Food Reporters are misused in this service.

Also on subject of menus...it isn't necessary to give tag line in daily menus. If you do, though, make it "Department of Agriculture" instead of "Office of Marketing Services."

PUSHING PLENTIFUL PEACHES

No Victory Food Selection will be made on peaches. VFS was carefully considered here but so far peaches are moving very nicely through trade channels.....Columbia Broadcasting System carried nice plug featuring home-canning recommendation by Margaret MacDonald of CBS Radio Newspaper in Columbia's newspaper clip sheet that goes to 1,000 papers. Mrs. Moodie of Washington MRD s Programs and Publications Section, arranged the "plant." ...Southwest Area in its add to Radio Round-Up suggested using fresh peaches liberally in menus during period of plenty, prepared story on community canning, requested Arkansas Extension Service for Round-Up story on women volunteer workers in Arkansas peach harvest that would tie together peaches and women's land army and featured peaches in Area add for Vitamins for Victory and in Best Buys.

MAYBE A LITTLE NAME-SWAPPING WOULD HELP

"Following Rowell's suggestion," writes Walter John, Chicago, "we will contact MRD chiefs in other Areas to determine whatever interest may exist in those Areas for container information from this office."

It might be smart for each of you Area chiefs to swap container bulletin mailing lists, especially with your neighboring Areas, so that each of you could pick up a few names from other fellows' lists. Container trade doesn't stop at our Area boundary lines, and there may be good container customer or dealer prospects in nearby States in some other Area. If you have container bulletin lists on address plates, that's simplest way to run off list to swap.

OFFICE OF SURPLUS PROPERTY GETS CONTAINER MAILING LISTS

When Bill Poole of Atlanta found some surplus ammunition boxes that looked good for peach field boxes, he also uncovered an idea--that container dealers and container users might be interested in other surplus containers Government had to sell. Office of Surplus Property showed interest in obtaining mailing lists to notify prospects about offerings. After consultation, we've turned Area container bulletin lists over to OSP after adding names of you Area chiefs so you can check on what goes out.

SOUTHWEST TAKES OUT COVERAGE INSURANCE

To insure coverage on stories requiring immediate attention of interested persons only in specific Areas, Southwest Area has gotten names and addresses of key newsmen from Southwest bureaus of INS, AP, and UP, and where stories are of interest only to specific Areas, they will be airmailed to newsman in that Area, and copies sent to Southwestern Area regional offices of INS, AP, and UP.

IN THE WIND

While Braniff Airways was requesting Southwest Area office for info on movement of fruits and vegetables out of Texas in '41, typical year, and for points of destination, Midwest Area was reporting air shipment of 18,500-pound cargo fresh fruits and vegetables flown from Salinas, California, to Cleveland.

JUST-AROUND-THE-CORNER DEPARTMENT

Prices for Red Sour Cherries

Increase in average grower prices in certain States, for red sour cherries for processing. Incentive for this action is below-average production prospect this year.

OPA and USDA also plan, in view of unusual conditions resulting from very short crop, to remove price controls from sales of 1945 pack of hot-packed red sour cherries to Government agencies.

New Cheddar Cheese Set-Aside

Set-aside quotas for cheddar cheese--60 percent for August and 50 percent for September, compared with 65 percent for July. For August and September supplies available for civilians are expected to amount to about 36 million pounds each month--about same as during recent months.

Tobacco Order

War food order to provide that manufacturers may acquire flue-cured tobacco up to 98 percent of quantity, including scrap, used by them for manufacturing purposes from July 1, 1944, through June 30, 1945. Their auction purchases and purchases from dealers will be limited to same proportion of total purchases as was similarly acquired from crops of 1939 through 1942. New order will be based on July crop estimate of flue-cured tobacco--1,091 million pounds.

Spray Dried Milk Set-Aside

Ready for release when order is signed, is press release announcing that set-aside for spray process nonfat dry milk solids will be 70 percent of August production and 60 percent of September production. Set-aside in July was 75 percent.

According to present estimates, nearly 10 million pounds of spray powder will be available for civilians in both August and September. This is about the same quantity that has been available each month recently.

August and September set-aside quota last year was 60 percent of production for both months.

More Action on WFO 120

Removal of shipping restrictions on Irish potatoes from Kern County, California. Although order will remain in effect, removal of restrictions on Kern County means that order will not apply to any producing area. Order was applied in Kern County, April 23, 1945.

For Lack of a Car

Transportation difficulties which are expected to reach their peak during September and October are causing officials of USDA to make plans for program whereby California grape growers will be encouraged to process maximum quantity of grapes in California. Transportation problem will make dependence on Eastern markets risky business for California grape growers, USDA officials believe. This is still very much in the mill and therefore confidential.

U. S. DEPARTMENT OF AGRICULTURE
Office of Marketing Services
Washington 25, D. C.

LIBRARY
CURRENT SERIAL RECORD
SEP 26 1945
U.S. DEPARTMENT OF AGRICULTURE

August 4, 1945

TO: William Poole
Walter W. John
Olen E. Justice
Donald G. Lerch
J. Stanley Livingstone

FROM: Elwyn J. Rowell, Chief, Marketing Reports Division, OMS

SUBJECT: Administrative Letter

POULTRY SET-ASIDE MOVES INLAND

One of our largest educational campaigns, particularly in the Midwest, will be in connection with the new poultry set-aside order, WFO 142. During the past month we have been working closely with the order administrators of the D&P Branch, QMC officers, and members of the poultry industry who are looking to us to provide leadership in an educational campaign.

D&P, QMC, and industry members believe that much of the effectiveness of the program hinges on the way this program is handled. This places a sizeable load of responsibility on the shoulders of the Chicago and Dallas offices, from whence most of the campaign efforts must originate.

The Army needs 125 million pounds of poultry which must be obtained through authorized processors. Our job will be to persuade farmers to sell to authorized "suppliers." At the same time, ours will be the job of explaining to civilians that the Army's needs are only 15 percent of total poultry production.

The campaign is being launched with a series of nine meetings in the Midwest, beginning Sunday in Chicago. Monday, August 6, meetings will be held at Chicago, Minneapolis, Des Moines, and Kansas City. August 7 meetings will be held at Aberdeen, South Dakota; Omaha, and St. Louis. August 8, the only meeting will be at Dallas. A QMC, D&P, and MRD representative will be in attendance at each of these meetings.

A kit of informational materials has been prepared and sent to Dallas and Chicago for their use in the campaign in their respective Areas. Copies of the press release, the fact sheet, and a Q and A will be coming your way for your information.

Radio programs have been scheduled in all cities where meetings are being held. They will feature a representative of D&P and QMC in a discussion of Army needs and details of the order. Transcriptions of talks by Secretary Anderson and General Gregory of the QMC will be furnished Chicago and Dallas later.

AUG 10 1945

FIGURES ON POULTRY

Since poultry has caused the big stir of the week, it may be well to put the following figures on the poultry situation at your fingertips:

Estimated production of meat chickens in 1945 — 3,300 million pounds
1944 production — 3,460 million pounds
Civilian allocation of chicken — July-September period, 1049.3 million pounds
Non-civilian allocation of chicken — July-September period, 135 million pounds, of which 133.6 million pounds go to U. S. Military.
Estimated per capita consumption of chicken, compared with other years:
(Preliminary estimate) — 1945 21.5 pounds (dressed weight)
1944 23.6 " " "
1943 28.8 " " "
1942 21.5 " " "
1935-39 17.9 " " "

1945 per capita consumption expected to be 91 percent of 1944 and 120 percent of 1935-39 average.

FIBER SHIPPING CONTAINERS

Removal of control over manufacture, delivery, and use of fiber shipping containers and discontinuance of preference ratings for these containers, except for military use, has been recommended by the Containerboard and Fiber Box Industry Advisory Committees, according to WPB. The Committee also recommended that control over the use, receipt, delivery, and inventory of containerboard under the paperboard conservation order (M-290) be retained to guard against reducing the production of this type of board.

The advisory committees have urged that the Army delay action to repatriate war prisoners engaged in cutting approximately one-third of the pulpwood in the South, as this would seriously decrease wood supplies.

Waste paper receipts for June approximated 589,000 tons, and consumption 593,000 tons, leaving 324,000 tons in inventory as of July 1. Maximum collection of waste paper continues to be necessary to meet requirements for paperboard.

Some 50,000 tons of additional pulp enroute from Sweden is expected to relieve the pulp situation slightly, but Swedish pulp is of little use in the paperboard field, which requires Kraft and unbleached types of strong fiber pulp. However, Swedish pulp may ease European demands on North American mills. A change in requirements of V-board will make possible increased authorizations for the receipt of Kraft and jute liner board during the third quarter, WPB reports.

NEW METHOD OF PRICING USED EGG CASES

To encourage the return of egg cases in good condition and obtain widest possible re-use, OPA has established a new method of pricing used cases. This revision, effective August 31, 1945, calls for uniform prices for all sellers in all parts of the country. Egg and egg-case handlers have the choice of two pricing methods: (1) Used egg cases may be sold in about the same condition as received or (2) the used egg cases may be sold under guarantee of the same one-trip serviceability as new cases, by registered handlers only.

The new schedule provides higher prices for handlers who recondition and guarantee used egg cases, which should prolong the useful life of the cases. Regional and district OPA offices are being given the job of determining which handlers are equipped to serve as registered sellers. Later, OPA may require the registration of all sellers.

Egg prices should not be affected by this action, according to OPA.

NOT A NEW SUBJECT, BUT...

With the milk supply up and the milk bottle supply down--what's to be done? The shortage of milk bottles is reported to be particularly acute in the East, but other parts of the country are also affected. Bottle manufacturer attribute the shortage to lack of labor, but dealers report large numbers of bottles are not returned. This is not a new subject, but if there is difficulty in your bailiwick, maybe another salvage drive would help to get these bottles back into circulation.

YOUR ATTENTION, PLEASE!

It was called to our attention this week that a number of newspapers are still carrying market reports as WFA releases. The matter of changing credi lines was called to your attention in our memo of June 30. Please check your Area newspapers, insofar as possible, and remind them again of the change.

BEAN PURCHASE RESTRICTIONS

Amendment to WFO 45 will allow USDA and the Armed Forces to buy all classes of dry beans. It is not expected this will mean either more or less beans for civilians, since civilian allocations of beans are not affected by the amendment.

Under previous purchasing restrictions, set-aside beans in Groups 1, 2, and 3 were restricted for purchase by Armed Forces or their authorized purchaser leaving set-aside beans in Group 4 only for purchase by CCC. This was done to insure adequate procurement for the Armed Forces. The new amendment will permit purchase of all four groups of beans by both CCC and the Armed Forces.

PICKLES

Soon all packers of cucumber pickles and pickle products who have completed 1944 set-aside requirements under WFO 101, will be exempted from provisions of the order. Those packers who have not yet set aside for sale or delivery to procurement officers, the amount required to be set aside must complete their total obligations even though such fulfillment may mean drawing from their 1945 pack.

Not expected that new set-aside percentages will be necessary if all amounts called for from the 1944 pack are delivered to the Army.

The up-coming amendment will exempt packers from delivery as soon as set-aside quotas are reached.

NEED ANY 4/5 BUSHEL BAGS?

Southern Area reports that the Florida Citrus Commission has substantial quantities of 4/5 bushel citrus bags available. Lists of shippers having these bags, and prices will be furnished by: Robert C. Evans, Florida Citrus Commission, Lakeland, Florida. . .

PEACHES

Every report indicates that the peach crop moved along unusually well this year. No buying was necessary and apparently the housewives did find use for them in spite of their limited supplies of sugar. In California, it has been recommended that peaches and pears be promoted during the coming week or ten days, but final decision as to extent and intensiveness will be left up to the folks in San Francisco.

POTATOES

An immediate promotion of the intermediate potato crop will be undertaken. This was decided in a joint session with RSPB and others from CMS and OS. As we see it, it will be largely an appetite appeal--that is, buy only for immediate consumption. No big push to buy in large quantities because these potatoes will not store well. OS is asking Regional Directors to check on local supplies, movement and such uses as to whether or not restaurants and hotels are making liberal use of potatoes at this time.

* * * *
*

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington, D. C.

JUN 5 1947
U. S. DEPARTMENT OF AGRICULTURE

September 28, 1945

To: Chiefs, Regional Reports and Special Programs Division

From: Marvin M. Sandstrom, Information Service

Subject: Administrative Letter for week ending September 28

Well Done

With this the final issue of the weekly Administrative Letter, the Washington office expresses to its counterpart in the field deep appreciation for a job well done. You and your people have proved yourselves in the public relations field. You've been general public representatives first, USDA-agency representatives second. This is as it should be.

You regarded public service and public reporting on all programs and activities as major responsibilities. You handled your operating programs -- Abundant Foods, Fat Salvage, and "A" Awards -- with professional gloves. In total, it has been a big job -- a war job -- done with much credit to the Department and to yourselves.

You will receive subsequent instructions and necessary background info by special memos.

Program Reports

Within a few days, program reports will be sent direct from the State to appropriate Branches here. Pending transfers of functions, and using such time as your staff may have available, it may be helpful in future operations if this office were provided with brief summary reports (and attachments) on your past program work and special campaigns.

On Abundant Foods, for example, it would be extremely useful if you would set down your ideas and recommendations in handling materials and contacts direct from Washington to State offices and vice versa. Further, will you please send, for the abundant food files, sample copies of your several abundant food kits that you have prepared for regional or State use during the past two years. Available lists of organizations or people to whom the various items in recent kits have been sent also would be helpful. In most instances we realize that the mailing of the items has been from the State offices, so the only lists we have in mind here are those with whom you had direct contact from the regional office.

On Fat Salvage, approximately the same material and information would be helpful, although I am confident that our file contains samples of all your kits.

It also may prove valuable at some time to have in the file a good all-round historical report on the "A" Award Program, as handled in your shop since last February, with such other historical data that you may want to include covering the period since the inception of the program 2 years ago. This report might

include such points as procedures followed in processing clearances and nominations, difficulties encountered, comments on the preparation for and conduct of ceremonies, program achievements, industry expressions on value of program, etc.

Also, your recommendations with regard to educational work on the school lunch and industrial feeding programs undoubtedly would be helpful, as well as any names of persons or groups whom you feel may, under the new organization, be contacted best from Washington rather than State offices.

Those Spuds Again

What the Department is going to do with all the spuds it is buying for price support is still a question. But the answer may be just around the corner. The stage is being set for the entrance of the hero. We have more potatoes than we know what to do with. We're way short of sugar. So, why not make glucose out of spuds. The plans are pretty well jelled, and production may start about December. As things are shaping up now, all the surplus potatoes we have at that time that can be moved into the sugar plants will be made into glucose. The potato boys are not ready to break this story just yet, but it should be coming soon. Turning surplus potatoes into sugar should make a story. Keep it under your hats for now though. Glucose can be used in processed foods and replace ordinary sugar for such use.

From a financial standpoint it looks good, too. From 100 pounds of potatoes, will come about 20 pounds of glucose. That means about $1.20 a hundred for surplus spuds which for any other use would cost us money, in most instances. Potatoes for school lunch and institutional feeding cost us the price of the potatoes, plus storage, handling and freight. Alcohol production hardly pays the freight. Dehydration costs about 35 cents a pound and we have only meager outlets. Livestock feeding is almost a total loss. So the sugar deal looks pretty good.

Another program is being considered to make agreements with certain certified dealers to buy potatoes for CCC on a flat 8-cent commission. Any loss or profit would be CCC's. This hasn't jelled yet.

From August 1, through September 24, CCC has purchased 6,962 cars of potatoes to support prices. Distribution through September 15 is as follows:

School lunch and institutions	836 cars
Stock Feed	1,253 cars
Starch	1,239 cars
Distillers	32 cars
Canners	498 cars
Sold	3 cars
Storage	2,477 cars
Total	6,328 cars

Roughly you can figure about 600 bushels to the car, if you want to figure it out.

No report is in yet on loans. Under the reporting procedure, a report from the counties should have gone to State offices last Saturday, September 22. The State office then should have made a summary to be sent to Washington about Wednesday or Thursday. From that, by next week the first reports on loans should be coming in.

Potato Loans Through Banks

To clarify its position in making commodity loans to producers and eligible dealers on potatoes and other farm products, the U. S. Department of Agriculture has issued the following statement:

Loans through the Commodity Credit Corporation are made only as a means of supporting prices of farm products and not with any intent of competing in the banking business. Wherever arrangements have been, or can be made, the CCC will operate through the local bank or lending agency. Under this arrangement, the farmer or eligible dealer may obtain a loan on his potatoes or other designated commodities from his own bank or lending agency. Repayment of the loan would be to the same bank or lending agency.

Local banks or lending agencies can obtain this service through an agreement with CCC. The form on which this agreement can be made (Form E) may be obtained from any of the five regional USDA offices located at: 150 Broadway, New York 7, N.Y.; 5 South Wabash Ave., Chicago 3, Ill.; Western Union Building, Atlanta 3, Ga.; 425 Wilson Building, Dallas 1, Texas; and 821 Market Street, San Francisco 3, California.

Two copies of the agreement are to be filled out, signed and returned to the regional office. One copy of the agreement, signed by a CCC representative, will then be returned to the sender and the other will be filed in the regional office.

If a loan becomes delinquent or gets into any other similar difficulty it can be turned over to the CCC. The bank or lending agency takes no risks. No potatoes or other farm products will have to be accepted by the bank or lending agency in payment of loans. The loans are at 3 percent interest. One-half of this interest will go to the bank handling CCC loans.

Keep plugging the "Serve More! Eat More" chorus.

Snap Beans - A request for Government assistance on snap beans produced in the Norfolk and Eastern Shore area has come from the Virginia Potato and Vegetable Association at Norfolk. Reports from the inspection people indicate that quality is good, so canners are being urged to utilize as many as possible. Both F & V and Distributive Trades people are working to encourage this use by processors. Baltimore canners already have shown some interest. Statistics on the early fall crop of snap beans in this area are: high yield in Virginia this year is 100 bushels per acre, as compared with 85 last year and 66 for the 1934-43 average. The Virginia crop is estimated at 510,000 bushels in 1945, as stacked up against 391,000 in 1944 and 310,000 for the 10 year average. The early fall crop as a whole (including California and other States not in this area) is espected to total 2,265,000 bushels in 1945, as against 2,051,000 in 1944 and 2,005,000 for the 10 year average. Peak of the marketing season should come in

the next ten days or two weeks. Heavy harvesting is going on now. Distribution of the snaps grown in the Norfolk-Eastern Shore area is largely to the Middle Atlantic and New England States as far west as Pittsburgh, and in some Southern States. We are being asked to help move the bumper crop through appealing to trade, home and other use.

Sweetpotatoes - Shipments of sweetpotatoes are increasing daily as the main harvesting period begins. About 50 to 75 cars a day are being shipped now. The critical period for "sweets" will be the next six weeks, with peak shipments starting around the middle of October. Although the sweetpotatoes are selling at ceiling prices now, this is the period of low ceilings because of seasonal abundance. So prices are reasonable currently. Best promotion angle on sweetpotatoes is the nutritional value--carotene which the consumer's body turns into vitamin A, vitamin C, the B vitamins, small quantities of minerals, and sugar. Starch and sugar of the "sweets" make them an economical energy food. (All spelled out in the sweetpotato fact sheet.)

Cabbage - Cabbage is still very much in the supply picture these days. USDA is buying in colorado, Wisconsin, small quantities on the farmers' market in Massachusetts, and has authorization to buy about 25 cars from North Carolina. Steps to remove ceilings on canned sauerkraut are continuing, although there is no definite decision on this as yet. Through September 24, 75 cars had been purchased in Colorado, 29 in Wisconsin, and 3 in Massachusetts. It's "Same song, 25th verse," but the F & V people say that the tune has lured many a cabbage into commercial channels so far, and will continue to do so if the piping continues.

RADIO - THIS WEEK

Those of you doing radio work will be interested to learn that a revised USDA Radio Handbook is on its way to the printers and should be in circulation before long. We're told its a forward-looking job with space devoted to such recent innovations as FM, television, and facsimile. The sections on scripting and broadcasting technique have been brought up-to-date.

The book is the product of the combined efforts of USDA and network radio specialists...who put several months' work into it.

We'll see that you get copies as soon as they become available.

ADDITIONAL RADIO:

SUPPLY LINE - Meat Allocations
Fat Salvage Developments
Victory Bonds - Buy 'em Now
Dry Beans and Pea Stocks Down

HOMEMAKERS' CHAT - The Fat of the Land

CONSUMER TIME - September 29 - Behind That Label (Food and Drug Administration)

October 6 - A Scientist Looks at Russia

Consumer Time got a boost the past week in the current Bulletin of the International Association of Ice Cream Manufacturers. A boldface boxed item terms it one of radio's "top shows."

Correction: Last week we mentioned Treasury Department taking over OWI's radio clearing house personnel. But we should have said "War Finance Division", not War Advertising Council.

"A" Awards

The Achievement "A" Award Board met this week and acted on 15 original nominations of which 9 were granted awards, 5 were deferred, and 1 rejected. Distribution of awards by regions was: Northeast 2, Midwest 4, West 1, Southwest 1, and South 1.

Eleven "Star" awards were granted, 13 deferred, and 11 plants were permitted to keep their original flags without the addition of second year awards. Distribution of the 11 awards was: Northeast 6, Midwest 3, and Southwest 2. (A goodly number of those deferred were Florida plants to be held for consideration with others from the same State at the next Board meeting.)

A number of nominations for both "A" and "Star" awards were deferred pending receipt of reports from the Compliance and Investigation Branch. You will be notified on the final disposition of these cases as soon as these reports are received here.

Probably two more Board meetings will be necessary before it is possible to clean up all pending nominations. A goodly number of nominations were received following the termination announcement of August 29, and a sizeable number were in the analysis and review process prior to that time. As you know, it takes a minimum of three weeks, and more often longer, to get clearances from the investigation people and QMC. Because of this time consuming process, along with a desire to wind up the activities of the Board just as soon as possible, it is tentatively planned to hold the next Board meeting the second week of October and the final meeting as soon as possible after that date.

We cannot overemphasize the importance of hurriedly submitting additional information to us on cases on which we wire for such information, so that nominations may be acted upon before the board is terminated.

Fat Salvage

We imagine you were somewhat confused by the various press announcements that appeared this week re the increase in the point bonus for used fats--especially after the letter of last week when we indicated the announcement was to be made as of October 1. Well, so were we. It had been planned that way, but one of the major wire services got some info and broke a story late Tuesday. OPA and we were both queried on it, and since the announcement was in preparation, we indicated that a statement on the subject was in the mill and then hurried the release along. Before the wire service announcement, it had been decided by OPA and us that since OPA's October point story would come for Thursday, September 27 afternoon papers, that the announcement on increased points for used fats should come for Thursday morning papers, so we'd get a better play on the deal. We expected to have plenty of time to inform you fully of the change. However, the wire service yarn somewhat spiked our guns. We had good intentions, anyway.

Meat Dealers Kits

You have received my memorandum on this subject. While the AFSC hopes to have the kits on their way by October 8, we know it will be a week or two later. Because of this, we are not too sure how we will follow through on the mailing of the kits, Washington or field. The work in the field may have to be handled in large part by Administrative Services, so make sure that they also are informed as to this rather sizeable job that must be handled quickly after the kits are received by the warehouse.

Incentive Kit

Flowers again to the boys and girls of the Dallas office -- for the kit hurriedly prepared and sent out to the States to be held for the 4-point announcement.

A Bientot....

From the Midwest Weekly Activities Report for the week ending September 21 comes the following quotation which we would like to endorse:

"The end of this reporting period sees the end of duty tours in this office of Chief Judd Wyatt who's heading for some Boone County Ham and 95,000 of the nation's finest farmers; and for Information Clerk Charlotte Ruth Dyer, who is transferring to the office of the Assistant State Director in Michigan. We'll miss 'em both. Judd, who came to us from Atlanta, got himself pretty well dug into the hearts of all of us while he's been here. He's going to leave a hole that'll be pretty hard to fill."

Allocations Coming Up

With press releases now out on fourth-quarter allocations of meat and sugar, a story should be coming right soon on fats and oils, with dairy products and rice coming along a little later.

This has been a big week on meat, what with OPA's release on the October point schedules and the release on fourth quarter allocations of meat coming at the same time. One of the questions of interest re allocations is how the fourth quarter allocation for liberated feeding, UK and other export claimants stacks up with commitments to help feed liberated peoples in the coming months. It's a difficult question to tie down from the standpoint of high policy, but compared with the quantity of meat shipped under Lend-Lease in the past, the fourth quarter allocation of meat for foreign use is fairly generous. The October-December allocation of meat for liberated areas, UK and other export claimants amounts to 9.9 percent of the allocable supply. This compares with 6.9 percent of the supply allocated for Lend-Lease use during the first half of 1945, and around 7 percent of the allocable meat supply in 1944.

1732
A6.3

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington, D. C.

JUN 5 1947
U.S. DEPARTMENT OF AGRICULTURE

September 14, 1945

To: Chiefs, Regional Reports and Special Programs Division

From: Harold Lewis, Information Service

Subject: Administrative Letter for week ending September 14

Abundant Foods

New and Different -- No! In case you hadn't heard, there are plenty of high quality potatoes available. The USDA currently is worried about what to do with the potatoes being purchased in New Jersey and Long Island. There are good outlets, but they can't be used right now. In from 6 to 9 months we may be able to turn a lot of potatoes into glucose. By the 15th of October we could begin shipping potatoes to a brewery for making alcohol. If we had the facilities, we could make a lot of potato flour which could be shipped to Europe. But the question is what to do now.

For your information, currently being considered is an in-the-field storage program. Under this program, arrangements would be made to store the potatoes on the farm or possibly leave them in the ground. The potatoes would be purchased with certain deductions and reservations. Then they could be moved out as outlets become available.

During the past week, the Potato Industry Advisory Committee has been meeting in Washington. They may come up with something. So far, all discussions have been very much of the "hush" - "hush" variety.

Wednesday a meeting was held here with representatives of the produce press. This meeting was to explain the loan program and to pool ideas about handling potato information. Attending the meeting were representatives of the Produce Packer, Produce News, United Fruit and Vegetable, Co-op Fresh Fruit and Vegetable and the National League of Wholesale Fruit and Vegetable Distributors.

The big push now will be to use loans, instead of purchases, to support prices. Buying will go on where no storage is available, but everything possible will be done to encourage moving the spuds into storage. The loan is merely a means of helping do this. The idea is not to see how many potatoes we can get under loan, but how many we can get off the market.

A revised fact sheet on spuds is in the mill, along with a Q and A on the spud loan program. They should be reaching you early in the week. We are sending a lot of these out through the U. S. Department of Agriculture's Production and Marketing Administration's Field Service Branch.

Keep pushing spuds every way you can.

From August 1 through September 12, the USDA has purchased 4,696 cars of potatoes, of which 2,035 have gone into storage.

Sweet Potatoes--Adding to the spud-conscious picture are sweetpotatoes which are expected to be all over the place between September 15 and November 1. Although the abundance is only temporary, and is not a near-record crop, sweetpotatoes will pile on the market all at once - at about harvest time, and that time is short. Since only large-scale operations in storage are feasible for "sweets," it is inadvisable for the average housewife to keep them more than 2 or 3 weeks. In addition, most storage space is fairly well limited these days. Adding to the problem are Irish potatoes - which will compete with the plentiful "sweets." Army Quartermaster Corps cutbacks will probably heap more sweetpotatoes in the civilian bin than expected, and this doesn't help the situation any. So the obvious answer to this problem is: Use the sweetpotatoes now. For production figures, trade areas, and what-have-you, the Fact Sheet on Sweetpotatoes, issued September 13, is available. Meanwhile, here are some suggested selling points: (1) Quality is good; (2) prices are below-ceiling in most places; (3) you'd be surprised at all the nutrition you soak up when you consume a sweetpotato -- vitamins A, B, and C, and some minerals, not to mention sugar and starch; and (4) flavor is tasty and there are myriad ways to prepare them.

Most prolific producing areas of the "sweets" are the Eastern Shore of Maryland and Virginia. Louisiana has a record crop, and above-average yields are expected in all States except Florida. However, sweetpotatoes are a year-round, all-over crop, so you can expect to see plenty of them around in most parts of the country. The September 15-November 1 period is an extra-special push-period.

Our old friend cabbage is popping out all over. USDA bought 9 carloads of cabbage from Colorado this week and purchases are expected shortly in Wisconsin. So, as with potatoes, continued effort along consumer and trade drive lines, is the word now.

Fat Salvage

By now you have received copies of the "Digest of July, 1945, Survey To Determine Metropolitan New York Housewives' Attitudes Toward Salvaging Used Kitchen Fats and the Extent of Their Current Participation." As soon as you have plowed through the title, it might be a good idea to send the conclusions on pages 28-30, plus any excerpts you think are pertinent, to the state men.

We are taking up with Jimmy Hasselman the idea of getting a memo out next week to all P & MA state directors, urging them to put steam under the fat salvage program and putting the responsibility on them for the continuing drive. If the memo is approved in present form, the present manner of reporting from State offices, and of your offices to Washington, will be maintained, at least for the present. You will receive copies of the memo.

RADIO - THIS WEEK

The Main Street Market in Atlanta, Georgia, closed up shop last week, a casualty of the peace. It's manager, fearful that the post-war abundance of groceries might adversely affect his health, decided to enter a new line of endeavor. The ancient shelves, the leaking meat counter and the pot-bellied stove are gone now, and in their stead we find paneled walls, a mahogany desk, a leather chair, a rug and a telephone. You'd never know the old place.

Chick Kimball, the manager, has entered a business which will allow him to devote full time to the one thing dearest to his heart - talking. He's opened up a

Food Information Bureau which specializes in answering questions about food. The fact that he doesn't know all the answers doesn't bother him a bit. He knows where to get them -- which probably accounts for Jim Romine's dwindling waist line.

The Main Street Market was imaginary, of course. And so is the Food Information Bureau. The enterprises are backdrops for a top-notch weekly radio program given out over Atlanta's WSB. Kimball MC's it in a Lum-and-Abner vein, and with the help of Jim Romine and Merle Arnold keeps the Dixie-ites fully informed on USDA food programs and developments.

The Kimball-Romine skits are the zenith of informality. They talk about everything from bird-dogs to whaling boats, but they get in plenty of good licks about fat salvage, abundant foods, school lunches, price supports and all the rest of our activities. All in all, it adds up to a very effective informational medium, and our hat's off to Jim and the rest of the folks in the Atlanta office for a good job of collaboration on an established program.

OWI and Radio Time Allocations

USDA's radio officials are cooperating with other agencies in formulating a program to take the place of the radio allocation functions formerly carried out by OWI. We'll keep you advised of all developments on the matter. Meanwhile, OWI's Charlie Jackson suggests that you contact regional OWI men for whatever tips they can give you on station contacts, etc., since you will be contacting stations directly from now on. Although they officially closed up shop Sept. 15, most of the OWI men will be around until Oct. 6, and will be glad to give you whatever help they can.

ADDITIONAL RADIO:

SUPPLY LINE - Pork Outlook
Cabbage
Sugar (if cleared)
Dairy Products (if cleared)
Fats and Oils Allocations (if cleared)

HOMEMAKERS' CHAT - The Little Red Schoolhouse Lunch

CONSUMER TIME - Sept. 15 - Industrial Feeding in Peacetime

Sept. 22 - Your Kitchen Tomorrow

Orchids to Us

At a Department Publications Workshop, in session here this week to analysze USDA publications, a Columbia University representative tossed a large bouquet to the Consumers' Guide. Guide articles were called "warm, personal, simple and direct," and the magazine as a whole "a gay, sophisticated, appealing publication."

New Publications

Dist. Memo No. 53 -- Sept. 10

1. Final Report of the War Food Administrator
2. AIS-28 -- Cooking With Dried Eggs
3. Disposal of War Surplus Medical and Hospital Supplies
4. Surplus Property--Where to Go--Sales Facts--Sales Office
5. Seeds for the Liberated Countries

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington, D. C.

JUL 5 1947
U.S. DEPT. OF AGRICULTURE

September 8, 1945

To: Chiefs, Regional Reports and Special Programs Division

From: Marvin M. Sandstrom, Information Service

Subject: Administrative Letter for week ending September 8

Mill Grinds Slowly

Slowly but surely, matters of administration are being solved and decisions announced. Naturally the information and over-all public relations organization, Washington and field, will follow. This has been, and still is, however, an extremely trying period.

In any reorganization, particularly of this magnitude, some people may be hurt, temporarily at least. Until matters of reassignment can be worked out and the people notified, I sincerely hope that you will do everything on your part to bolster the morale of your people. Rumors are rampant, and because of them individuals may tend to develop a persecution complex. Such would be extremely unfortunate. So kill all vicious rumors and those that you can't handle shoot in to Jim Hasselman who I know will give you a prompt reply.

Already a number of our people have left or are leaving the Department. This naturally tends to cause some panic among others. They should be assurred, however, by the reorganization memorandum and by Mr. Hutson's memorandum of September 1 that any reduction in force will be handled in all fairness and full consideration of the employee's length of service, grade, and classification.

Pending decisions as to transfers of programs and allocation of personnel, I ask you to continue to do the job, particularly on our programs work, as efficiently and well as possible. I fully realize, however, that this puts an overly heavy load on people in at least one or two offices because of personnel reductions.

While the Washington shop of the former RSPB has been placed bodily under Information Service, pending transfers, the regional shops will continue to report until further notice to the Regional Directors.

You perhaps have seen by this time Administrator Hutson's Memorandum No. 7 in whic he states that effective September 9 the basic and administrative work week for PMA is 5 days of 8 hours, from Monday through Friday.

I shall be on annual leave this coming week. Harold Lewis will be acting in charge.

Abundant Foods

spudS! spuDS! SPUDS! -- The USDA is really getting into the potato business. As of September 7 purchases totaled 4,223 cars. About 42 percent of these have been moved into cold storage. Heaviest buying now is in New Jersey and Long Islan

where on Friday some 250 cars were on track waiting for some place to go. An announcement has been sent to the New York office that the USDA will continue to buy after September 15. This was done to slow-down marketing which has been accelerated to beat the cut off date on which growers had the impression was September 15.

There has been considerable complaint that good potatoes are not reaching the spud bins of grocery stores. Here in Washington some stores are offering culls. We are working through the trade to get this corrected. It just doesn't make sense for the Government to be buying top grade potatoes for starch and stock-feed while culls are being offered for human food.

The cry of "help" is coming from San Luis Valley and Western Slope in Colorado, from the Stockton, California, area, and from the Red River Valley of Dakota. Everyone wants USDA to buy their potatoes. With all the outlets jammed and nearly half the potatoes we are buying going into storage (from where they'll have to come out within the next 90 days) officials are not in the buying mood. After September 15, the Department will use every effort to make loans the means of price support, although it may be necessary to buy some of the intermediate potatoes in New Jersey and a few other places after that date.

Everything that can be done to move more potatoes into trade channels should be done. Hotel and restaurant associations have been contacted again and urged to ask their membership to serve more potatoes with their meals--to serve larger helpings with regular dishes.

The deal on the dehydrators still is unsettled, but USDA can be expected to keep the dryers going because we need the outlet for the potatoes.

For the next few weeks, at least, the potato people in the Department expect some rough going, and they will appreciate anything you can do to help them out. Keep in touch with them in the field, and give them every assistance you can.

Cabbage is coming into its own now, with USDA purchases authorized in Wisconsin and Colorado. Purchases were to have begun in Wisconsin this week and we'll start buying in Colorado next week if plans work out. Price to be paid in both States is 55 cents per 50-pound sack. Four truckloads were bought in Massachusetts, and purchases are now virtually at a standstill in this State. Full speed ahead is the word for cabbage propaganda now. Or perhaps we should say in our scholarly way, "let the excellent toil remain above," which is a euphemism for "Keep up the good work, boys!" For it has been good.

Looking Ahead at Meat

Here's a summary of the meat situation, briefed from an item appearing in the Sept. 8 Food Trade Letter. Major reasons for the return of sirloins and T-bones to the family table and generally increased stocks of beef for civilians are (1) substantial reductions in Government meat buying, (2) seasonal and general increases in cattle marketing, and (3) change in consumer demand.

Set-asides on beef, veal, ham and lamb have been terminated. During peak procurement periods, the government was taking about one out of every three pounds of meat. It is now taking less than one-fourth, and during the last quarter probably will be only about one-fifth. September and October are peak cattle marketing months, and with near record numbers of cattle on the range and farms,

slaughter records may be broken. Marketings this year have been running ahead of last year, and month by month have been setting new records. In addition, family budgeteers will be redeploying available funds to include washing machines, nylons, radios, automobiles and other items which they have not been able to buy during the war, leaving less money to spend on food. Higher priced cuts of meat probably will feel this reduction, making it appear that there is more beef available--if you want to buy it.

The rosy spotlight is focused only on beef, however. A little more lamb, mutton and veal may be available, but there is little hope for any substantial increase in pork supplies. While Government buying will be reduced, production is considerably below 1944 levels.

Now Why Didn't We Think of This?

Here's the answer to the whole meat shortage problem, as solved by an Ohio farmerette (who wrote us a letter). "Just stop the slaughter of veal calves until 2 or 3 years old, also lambs and young pigs should weigh 300 pounds... more meat, larger pelts for shoes".

Sales Procedure - Today

The former Sales Branch has been diffused throughout the various commodity branches, making the job of getting sales information out on schedule and in accordance with former procedures somewhat complicated. Information that all sales, for the present anyway, are to be made in Washington isn't helping any with regard to FSL's, inasmuch as regional mailing lists are, naturally, in the regions. Until further notice, however, we'll continue to issue the FSL's as in the past, here and in each of the regions. In this regard, it would be a good idea to see that the FSL lists--yours and Sales--are in good shape for transfer to Washington, because the order probably will be coming soon. Thanks for sending us the information requested in our memo of August 28.

Unsolved Cases

Atlanta has washed its hands of hydromel, writing finis to the subject. Here's their last report: "We quote a memo from T. R. Mylott, Washington Sales Branch, to Dennison of Atlanta: 'This will acknowledge your telegram of August 17, 1945 with reference to SB Actions S-24 and S-25. We would suggest that you return both of these actions to this office with a detailed report giving us the formulas and as much information as possible regarding these two items (hydromel and camouflage paint) before we turn them over to the RFC.'...

"So far as SB and RSPD are concerned--hydromel is dead...."

Fat Salvage

Messrs. Breckenridge, Williams, Laning, and Seawell of the American Fat Salvage Committee were here this week and had several meetings with OPA and USDA personnel including Director Wilson, Mr. Stark, Dr. Ockey, Mr. Hasselman, and this office. As some of you already have recommended to Mr. Breckenridge, it was suggested here that the Committee's field staff begin making most of its contacts with the State offices. You will continue to be kept informed, however.

AFSC's field staff has reported the need for renewed effort by Extension in some States, and this coming week Director Wilson will instruct his State people to renew their fat salvage efforts.

It is gratifying to see the step up in collections following the sizeable drop in the index during V-J week. It is very evident that the work that you people have been doing, particularly radio-wise, is bearing fruit. We have been much pleased to see the materials, new appeals, etc., you have been sending out to the State offices, trade publications, etc.

RADIO - THIS WEEK

Joe Tonkin, who has been masterminding radio in R&SP since the branch was established last spring, is now exploiting his talents in the Office of Information radio spot recently vacated by Al Bond. Joe takes over a job he's fully equipped to handle, and we've no doubt that the RFD's will like him. Among his various announcing and programming jobs in the radio industry, he did an RFD stretch himself, and he speaks their language. Further, he's had experience in Government radio both in the field and in Washington.

Al Bond, as you know, succumbed to the nostalgic reminiscences of Puget Sound breezes, and will soon move into Ken Yeend's RFD spot on KIRO's 50,000 watts in Seattle. Ken becomes program director for the station.

CONSUMER TIME did a fat, tin and paper salvage show last week...in our opinion, one of the best skits in a long time.

ADDITIONAL RADIO:

SUPPLY LINE - Fats and Oils Allocations
Dairy Products Outlook
Sugar Allocations
Meat Supply Forecast
Industrial Feeding

ACTUALIDAD AGRICOLA - Agricast - Third Edition

HOMEMAKERS' CHAT - Cabbage

Allocations Coming Up--Maybe

Several allocation stories are in the mill--on sugar, fats and oils, rice, and dairy products. But we can't be too certain that they will ever see the light of day. Currently, the allocation procedure is complicated by the fact that requirements of the military and for foreign shipments have had to be changed in view of the end of the war and Lend-Lease. It's a long job getting such requirements all revised, but we think things may shape up more surely in a week or so.

Miscellany

The well-traveled "Man and His Food" exhibit has gone international, with a request from the Canadian Film Board for showing. From there it will go to San Francisco for the Red Cross, and then to several Y.W.C.A. groups who have requested it.... "Potatoes at Any Meal," the multilith pamphlet plugging potatoes and designed for consumer groups, is ready to go and you should be getting copies right away. Distribution to Extension, FSA, BHNHE, and national women's groups will be from here.... Institutional Magazine, Chicago, has asked permission to reprint the "Thanks for the Lunch" article from the August Consumers Guide....

By this week-end only one writer will be left in the New York office--we have Esther Osser up there assisting temporarily...."Lunch at School," slightly revised, should be off the press and out to you in less than 10 days... The progress reports on abundant foods and fat salvage were delayed this week, so on Tuesday or Wednesday we'll be sending you combined reports for the 2-week period ending Sept. 8....Two copies of the RSPB annual report have been sent to each of you....

1.9722
4 Ad63
Cop 2

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington 25, D. C.

LIBRARY
RECEIVED
JUN 5 1947
U.S. DEPARTMENT OF AGRICULTURE

August 25, 1945

TO: William Poole
Walter M. John
Olen E. Justice
Vincent P. Freymann
J. Stanley Livingstone

FROM: Lance G. Hooks, Information Service

SUBJECT: Administrative Letter

PENDING WAR FOOD ORDER TERMINATIONS

WFO 2 (butter set-aside)--Since butter production normally declines through fall and winter, termination isn't expected to result in large increases in civilian supply. Termination will not remove from creameries or receivers of butter the obligation to comply with and fulfill all previous set-aside requirements by making sales to Army and other Government agencies.

WFO's 3, 6, 118, and 122 (regulating distribution and sale of fresh and processed citrus fruit)--WFO 3, issued January 5, 1943, covered manufacture and sale of citrus fruit juice; WFO 6, issued a week later, covered citrus fruit required to be set aside for sale to Government agencies; WFO 118, issued November 28, 1944, covered grapefruit segments and canned grapefruit; and WFO 122, issued last January, covered canned citrus juices--grapefruit, orange, and blended grapefruit and orange.

WFO 142 (poultry for armed forces)--With war's ending, stocks of canned chicken now in possession of armed forces are estimated to be adequate.

WFO 125 (processed poultry)--Armed forces representatives have informed USDA it will be able to acquire future canned poultry needs through open market negotiation and contract. Order was temporarily suspended July 31.

WFO 112 (dry yeast conservation)--Since September 1944, has imposed 100 percent set-aside on active dry yeast. Increased production and decrease in military requirements responsible for expected termination.

WFO 120 (regulating shipment of Irish potatoes in several areas)--Has been suspended for over a month.

WFO 50 (restricting sale of most wool to CCC)--Reduced military requirements are the cause.

IN A STATE OF SUSPENSION

More lard for civilians will result if expected indefinite suspension of current set-aside of lard materializes. Suspension expected soon. This

will leave pork loins, shoulders and manufacturing pork as only commodities affected by WFO 75.3. Current set-aside of lard amounts to 4 percent of live weight of hogs slaughtered by Federally inspected slaughterers in Arizona, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, Ohio, North Dakota, South Dakota, Wisconsin, and Wyoming.

SUSPENSION EXPECTED

WFO 119 (chicken for armed forces) is expected to be suspended in Delaware, Maryland, Virginia, West Virginia, Georgia, Arkansas, Oklahoma, and Missouri.

CANNED SALMON SET-ASIDE FACES CUT

Reduced military requirements will enable U. S. civilians to get 136 million pounds of canned salmon from the 1945 pack when amendment 14 to WFO 44 is signed--and that should be soon. This compares with 55 million pounds previously expected to be available for civilians when the present war food order pertaining to canned fish was issued April 1. Amendment will reduce from 60 to 40 percent, the set-aside on Alaska red, coho, steelhead, pink / and chum salmon produced from April 1, 1945, to March 31, 1946.

NAME CHANGE

Name of "Wartime Food Bulletin" issued by some Area offices should now be changed to "USDA Food Bulletin." It probably would be well to have first few reports carry heading "USDA Food Bulletin--Formerly Wartime Food Bulletin." Since these reports were inaugurated before the war and proved helpful to homemakers during war, we are convinced they should be continued.

McINTYRE'S LETTER

Some of you are receiving E. R. McIntyre's weekly (USDA, Office of Information) Press Service to Editors of Farm Papers, but check reveals all of you are not on his list. We have requested that your name be added and you should receive service regularly in future.

COLD STORAGE REPORT

As you know, a report of cold storage holdings as of first of each month is placed on leased wire on 15th. During recent months we have supplemented these figures with an interpretive statement for your use and distribution to local news outlets. We know some area offices are receiving sufficient blank forms on which to record figures as they are received on teletype. In some offices, duplicate copies of report are immediately made available to the press. If you are not receiving sufficient copies of these blanks, advise us.

PRICING OF USED CONTAINERS

Following changes in pricing of used paperboard shipping containers and inner lining materials to encourage their re-use and keep down prices, have been authorized by OPA: Only one brokerage allowance may be taken on (1) any lot of containers from emptier to next user, or (2) containers or inner packing materials which the seller has not sorted or repaired. Top maximum prices may be charged by emptiers for original containers or those of identical size and specifications, needed for re-use by shipper-suppliers.

NEW YORK HELP ON COMPLIANCE

The tip-off New York gave to Philadelphia editors about five war food order cases coming up in court and New York's special release reporting fines on five milk dealers and an ice cream manufacturer are examples of help we can give on compliance--definitely part of our food order education program.

PUSHING THE PLENTIFULS

With potatoes, cabbage, fresh prunes, pears, and peaches among our plentifuls (and our problems), San Francisco has been doing good day-by-day job on add-ins to Vitamins for Victory (now called Good Eating). These suggestions were included: "mashed potatoes...raw vegetable salad...fresh broiled spiced peaches...baked potatoes...peaches on dry cereals...pear and cottage cheese salad...parsleyed potatoes...combination salad bowl... fresh peach sundae...stuffed baked potatoes sprinkled with cheese...mixed fruit salad."

Atlanta, in Vitamins for Victory, mentioned: "Irish potatoes, cooked in cream sauce...panned cabbage...combination dessert and salad of cantaloupe and peaches served on crisp green lettuce...mixed vegetable salad...reasonably priced Irish spuds, cooked and rolled in parsley...salad stuffed with spicy cole slaw...dessert of fresh fruit...potato cakes...home-made peach ice cream...casserole of sausage and potatoes...a salad of chopped raw carrots and crisp green cabbage...halved cantaloupes filled with sliced peaches or peach ice cream...potato salad...cereal with sliced peaches."

Dallas in its Vitamins for Victory adds suggested: "green peas, corn-on-the-cob, and creamed potatoes...alternate servings of cottage cheese and green peppers with potato salad and cole slaw on a bed of lettuce leaves...fresh peach cobbler...cottage cheese with peach halves." In its Best Fruit and Vegetable Buys, Dallas highlighted spuds and included cabbage and peaches.

New York called attention of 480 food editors, the food distributive trade press and other news outlets to our immediate concern with "intermediate" potatoes. Spuds rated top position in weekly Food Marketing News. New York also supplemented with story listing many ways of using spuds in menus. In Vitamins for Victory add-ins were: "corn-on-the-cob and baked potatoes... grated cole slaw and raw carrots...snap beans and mashed potatoes...cereal topped with chilled slices of ripe golden peaches...with the meat balls have shredded cabbage and home-fried potatoes...prune whip for dessert."

From Chicago's adds to Vitamins for Victory came: "mashed potatoes and Harvard beets...scalloped potatoes...peaches atop ready prepared whole grain cereal."

*****